



FOOD SAFETY PROJECT FOR THE WISCONSIN FRESH FRUIT AND VEGETABLE INDU

Constant Contact Survey Results

Survey Name: WI Grower Survey
Response Status: Partial & Completed
 Apr 13, 2010 7:30:34 PM

The following result(s) are limited to 29 respondent(s) who answered:

I am a small-scale, diversified grower
 to:
 Which one of the following best describes the type of grower you are (or you represent)?

AND

No
 to:
 Have you ever had a third party audit for your farm (such as being certified organic)?

TextBlock:

First, please tell us about you and your farm.

* Please select one of the following.

Answer	0%	100%	Number of Response(s)	Response Ratio
I am a grower	<div></div>		25	86.2 %
I am a representative of a group/association of growers (If so, please complete the following questions as best you can represent what your average constituency response might be.)	<div></div>		4	13.7 %
No Response(s)			0	0.0 %
Totals			29	100%



Where is your farm located?

Where is your family located?			Number of Response(s)	Response Ratio
Answer	0%	100%		
Wisconsin			29	100.0 %
Outside of Wisconsin			0	0.0 %
No Response(s)			0	0.0 %
Totals			29	100%



Which one of the following best describes the type of grower you are (or you represent)?

Answer	0%	100%	Number of Response(s)	Response Ratio
I am a small-scale, diversified grower			29	100.0 %
I am a commercial-scale grower			0	0.0 %
No Response(s)			0	0.0 %
Totals			29	100%









How many acres of fruits and vegetables do you farm?

Answer	0%	100%	Number of Response(s)	Response Ratio
0 acres			0	0.0 %
<10 acres			18	62.0 %
11-50 acres			7	24.1 %
51-100 acres			3	10.3 %
101-500 acres			0	0.0 %
501-1,000 acres			0	0.0 %
>1,000 acres			1	3.4 %
No Response(s)			0	0.0 %
Totals			29	100%

How long have you been farming fruits and vegetables?

Answer	0%	100%	Number of Response(s)	Response Ratio
<5 years			8	27.5 %
6-10			7	24.1 %
11-15			2	6.8 %
16-20			5	17.2 %
>20 years			7	24.1 %
No Response(s)			0	0.0 %
Totals			29	100%



* How many different fruits and vegetables (not varietals) did you grow last year?

Answer	0%	100%	Number of Response(s)	Response Ratio
1			3	10.3 %
2-5			6	20.6 %
6-10			2	6.8 %
11-20			11	37.9 %
21-50			6	20.6 %
>50			1	3.4 %
No Response(s)			0	0.0 %
Totals			29	100%

* In terms of sales, what are your top two fruits and vegetables?

29 Response(s)

Do you also raise animals on your farm?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			11	37.9 %
No			18	62.0 %
No Response(s)			0	0.0 %
Totals			29	100%

*

Do you own your farm business or are you an employee?

Do you own your farm business or are you an employee?				
Answer	0%	100%	Number of Response(s)	Response Ratio
I am the owner of the business	<div><div></div></div>		27	93.1 %
I am an employee of the business owner	<div><div></div></div>		2	6.8 %
No Response(s)			0	0.0 %
Totals			29	100%

*

How many seasonal employees do you have?

How many seasonal employees do you have?				
Answer	0%	100%	Number of Response(s)	Response Ratio
0	<div><div></div></div>		14	48.2 %
1-2	<div><div></div></div>		6	20.6 %
3-10	<div><div></div></div>		6	20.6 %
11-25	<div><div></div></div>		1	3.4 %
>25	<div><div></div></div>		2	6.8 %
No Response(s)			0	0.0 %
Totals			29	100%

*

Do you pack your fruits and vegetables?



Do you pack your fruits and vegetables?				
Answer	0%	100%	Number of Response(s)	Response Ratio
Yes	<div><div></div></div>		17	58.6 %
No	<div><div></div></div>		12	41.3 %
No Response(s)			0	0.0 %
Totals			29	100%

*

How do you pack your fruits and vegetables?

Answer	0%	100%	Number of Response(s)	Response Ratio
They are packed in the field	<div><div></div></div>		7	24.1 %
They are packed in a packing facility/shed	<div><div></div></div>		13	44.8 %
Totals			29	100%











What was your fresh fruit and vegetable-related gross revenue last year?

Answer	0%	100%	Number of Response(s)	Response Ratio
<\$10,000			15	51.7 %
\$10,000-\$25,000			1	3.4 %
\$25,000-\$50,000			3	10.3 %
\$50,000-\$100,000			5	17.2 %
\$100,000-\$500,000			4	13.7 %
>\$500,000			0	0.0 %
No Response(s)			1	3.4 %
Totals			29	100%

*

How did you market your fresh fruits and vegetables in 2009? (Please check one box for each item.)

1 = All of my sales, 2 = Most of my sales, 3 = About half of my sales, 4 = Some of my sales, 5 = I had no sales in this category

Answer	1	2	3	4	5	Number of Response(s)	Rating Score*
Farmers markets						29	3.5
CSA						29	4.1
On-farm farmstand						29	4.0
Through a cooperative						29	5.0
To an auction house						29	5.0
To a retailer (grocer, supermarket)						29	4.4
To a wholesaler, distributor, or aggregator						29	4.8
To a processor						29	4.8
Direct to restaurants						29	4.5
Direct to an institution (school, prison, hospital)						29	4.7

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

How did you get your fresh fruit and vegetables to market in 2009? (Please check all that apply)

Answer	0%	100%	Number of Response(s)	Response Ratio
Buyers (or a third-party) picked up on the farm			13	44.8 %
We transported the produce in a non-refrigerated farm-owned truck			25	86.2 %
We transported the produce in a refrigerated farm-owned truck			3	10.3 %
Other			1	3.4 %
Totals			29	100%

* Have you ever had a third party audit for your farm (such as being certified organic)?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			0	0.0 %
No			29	100.0 %
No Response(s)			0	0.0 %
Totals			29	100%

More specifically, which audit(s) have you had? (please select all that apply)

Answer	0%	100%	Number of Response(s)	Response Ratio
Organic certification			0	0.0 %
Food safety certification			0	0.0 %
Food Alliance certification			0	0.0 %
Other			5	17.2 %
Totals			29	100%

Do you find value in third party certifications?




Answer	0%	100%	Number of Response(s)	Response Ratio
Yes, it has increased my sales			1	3.4 %
No, it has not increased my sales			2	6.8 %
Other			3	10.3 %
No Response(s)			23	79.3 %
Totals			29	100%

TextBlock:

Next, please share your insights about on-farm food safety.





*

Are you familiar with the guidelines for the USDA GAP/GHP audit?





Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			10	34.4 %
No			16	55.1 %
No Response(s)			3	10.3 %
Totals			29	100%

*

Do you have a written on-farm food safety plan?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			1	3.4 %
No			19	65.5 %
In progress			6	20.6 %
No Response(s)			3	10.3 %
Totals			29	100%

Are you aware of pending federal legislation regarding on-farm food safety?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes, I am aware and I am not concerned			2	6.8 %
Yes, I am aware and I am concerned			11	37.9 %
No, I was not aware of this			12	41.3 %
No Response(s)			4	13.7 %
Totals			29	100%

* Among other factors, where does on-farm food safety rank in guiding how you will plan, grow, harvest, and market your produce next year?

Answer	0%	100%	Number of Response(s)	Response Ratio
It will play a large role	<div><div></div></div>		17	58.6 %
It will play a small role	<div><div></div></div>		5	17.2 %
It will play no role	<div><div></div></div>		4	13.7 %
No Response(s)	<div><div></div></div>		3	10.3 %
Totals			29	100%

Are you feeling pressure to address on-farm food safety and if so, where is the pressure coming from?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes, I am feeling pressure from the government			9	31.0 %
Yes, I am feeling pressure from my peers			2	6.8 %
Yes, I am feeling pressure from my buyers/consumers			7	24.1 %
No, I am not feeling pressure			10	34.4 %
Other			3	10.3 %
Totals			29	100%



What actions have you taken or do you take on a regular basis in regards to on-farm food safety?

1 = Yes, 2 = No, 3 = Not applicable

Answer	1	2	3	Number of Response(s)	Rating Score*
Irrigation and/or wash water is tested				26	1.7
Wash water is treated/disinfected				26	1.8
Fresh fruits and vegetables are immediately cooled after harvest				26	1.6
Fresh produce stored on the farm is kept under refrigeration				26	1.5
Restroom facilities (with soap and towels) are provided in the field				26	2.2
Contact is minimized between farm animals and fields used for growing				26	1.8
Harvest tools and equipment are regularly sanitized				26	1.6
We use composted manures				26	2.0
Produce sold is clearly marked as being from my farm				26	1.3

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

How did you become familiar with on-farm food safety practices?

How did you become familiar with on-farm food safety practices?			Number of Response(s)	Response Ratio
Answer	0%	100%		
My buyer gave me information			0	0.0 %
I learned from the media			6	20.6 %
I attended a workshop given by (please enter organization below)			8	27.5 %
I read a book, handout, or manual			6	20.6 %
I did on-line research or training			7	24.1 %
From another grower			8	27.5 %
I am not familiar with on-farm food safety practices			6	20.6 %
Other			2	6.8 %
Totals			29	100%

What are you hearing from your buyers and consumers when it comes to food safety?

Answer	0%	100%	Number of Response(s)	Response Ratio
Nothing	<div><div></div></div>		7	24.1 %
People are concerned, but are not asking me direct questions about my farm	<div><div></div></div>		5	17.2 %
People are asking me direct questions about my farm	<div><div></div></div>		9	31.0 %
People are asking me if I am food safety certified	<div><div></div></div>		1	3.4 %
Other	<div><div></div></div>		1	3.4 %
No Response(s)	<div><div></div></div>		6	20.6 %
Totals			29	100%

* Have you ever participated in an on-farm food safety audit/certification process?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes	<div><div></div></div>		1	3.4 %
No	<div><div></div></div>		25	86.2 %
No Response(s)	<div><div></div></div>		3	10.3 %
Totals			29	100%

Why did you choose to have your farm audited/certified?

3 Response(s)



How many different crops have you had audited?

Answer	0%	100%	Number of Response(s)	Response Ratio
1			0	0.0 %
2			0	0.0 %
3			0	0.0 %
Other			5	17.2 %
No Response(s)			24	82.7 %
Totals			29	100%



How many different food safety audits do you participate in annually to satisfy your buyers requirements?

Answer	0%	100%	Number of Response(s)	Response Ratio
1			0	0.0 %
2			0	0.0 %
3			0	0.0 %
Other			5	17.2 %
No Response(s)			24	82.7 %
Totals			29	100%



Which on-farm food safety audits have you had?

Answer	0%	100%	Number of Response(s)	Response Ratio
USDA GAP/GHP audit			0	0.0 %
Sysco/Primus Labs audit			0	0.0 %
Other			5	17.2 %
Totals			29	100%

How many hours did it take to prepare for the audit(s)?

Answer	0%	100%	Number of Response(s)	Response Ratio
<24			1	3.4 %
25-48			1	3.4 %
>48			0	0.0 %
No Response(s)			27	93.1 %
Totals			29	100%



What resources/tools helped you to prepare for the audit(s)? (Please select all that apply)

Answer	0%	100%	Number of Response(s)	Response Ratio
Talking to my peers			0	0.0 %
University of Wisconsin Extension			0	0.0 %
WI Department of Agriculture, Trade, and Consumer Protection			0	0.0 %
My buyer(s): Please name below			0	0.0 %
A farming organization: Please name below			0	0.0 %
Self-audit: Please tell us how you obtained one			0	0.0 %
Online resource(s): Please name below			0	0.0 %
Other			5	17.2 %
Totals			29	100%

How much total did you spend to prepare for your first audit?

Answer	0%	100%	Number of Response(s)	Response Ratio
<\$500			1	3.4 %
\$500-\$1,000			0	0.0 %
\$1,000-\$5,000			0	0.0 %
>\$5,000			0	0.0 %
No Response(s)			28	96.5 %
Totals			29	100%

How much did you spend in the past year to prepare for the audit(s) and pay the auditor(s)?

Answer	0%	100%	Number of Response(s)	Response Ratio
<\$500			1	3.4 %
\$500-\$1,000			0	0.0 %
\$1,000-\$5,000			0	0.0 %
>\$5,000			0	0.0 %
No Response(s)			28	96.5 %
Totals			29	100%

* How would you characterize the process of being audited? (Please check one box for each item)

Please comment on what would help the process.

1 = Difficult, 2 = Somewhat difficult, 3 = Not difficult

Answer	1	2	3	Number of Response(s)	Rating Score*
Making upgrades on my farm to minimize food safety risks				5	1.8
Financing the audit process				5	1.4
Preparing for the audit process				5	1.4
Scheduling and coordinating with auditor				5	1.8
Finding time				5	1.4
Finding information/help				5	2.0
Managing records				5	1.4

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

* Please tell us about your decision not to participate in a certification program. (Please check all that apply)







Answer	0%	100%	Number of Response(s)	Response Ratio
Not critical for how I market my produce			15	51.7 %
Cannot afford to invest in upgrades to my farm to pass an audit			2	6.8 %
Cannot afford the audit			3	10.3 %
Cannot prepare without assistance			3	10.3 %
Other			2	6.8 %
Totals			29	100%

Would you pursue food safety certification (such as a GAP audit) if the cost of doing so was in part subsidized?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			8	27.5 %
No			8	27.5 %
No Response(s)			13	44.8 %
Totals			29	100%




Have you assessed your on-farm food safety risks?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes I have			6	20.6 %
Yes, I am currently in the process of doing so			3	10.3 %
No, but I intend to in the near future			2	6.8 %
No, but I am interested in learning more			4	13.7 %
No, I do not have plans to			2	6.8 %
No Response(s)			12	41.3 %
Totals			29	100%








Have you created a written on-farm food safety plan to address potential sources of risk on your farm?




Answer	0%	100%	Number of Response(s)	Response Ratio
Yes I have			1	3.4 %
Yes, I am currently in the process of doing so			1	3.4 %
No, but I intend to in the near future			3	10.3 %
No, but I am interested in learning more			8	27.5 %
No, I do not have plans to			4	13.7 %
No Response(s)			12	41.3 %
Totals			29	100%









Are you pursuing third-party on-farm food safety certification?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes, I am currently in the process of doing so			1	3.4 %
No, but I intend to in the near future			1	3.4 %
No, but I am interested in learning more			5	17.2 %
No, I do not have plans to			10	34.4 %
No Response(s)			12	41.3 %
Totals			29	100%





How many different crops would you need to have certified?

Answer	0%	100%	Number of Response(s)	Response Ratio
1			2	6.8 %
2			0	0.0 %
Other			3	10.3 %
No Response(s)			24	82.7 %
Totals			29	100%

* If you are interested in assessing your on-farm food safety risks, creating a written on-farm food safety plan, and/or pursuing third-party on-farm food safety certification, what would help you to prepare?
(Please check all that apply)

Answer	0%	100%	Number of Response(s)	Response Ratio
One-on-one technical assistance/consulting			4	13.7 %
Training and/or workshop			5	17.2 %
Written preparation guide			5	17.2 %
Online preparation guide			3	10.3 %
Help with financing upgrades to my farm to pass an audit			4	13.7 %
Not applicable			8	27.5 %
Other			0	0.0 %
Totals			29	100%

* If you were to attend an on-farm food safety training that would provide an overview of GAP/GHP and explain in detail how to develop your own on-farm food safety plan, how much time and money would you be willing to invest in it? (Please check all that apply)

Answer	0%	100%	Number of Response(s)	Response Ratio
Half day			8	27.5 %
Full day			5	17.2 %
<\$50			9	31.0 %
>\$50			0	0.0 %
I am not interested in attending a training			3	10.3 %
Totals			29	100%

TextBlock:

Almost done!

What can the state of WI do to best help you meet your on-farm food safety goals?
(Such as technical assistance in developing a food safety plan, general food safety training workshop, a cost-share program to subsidize an audit.)

14 Response(s)

21.

Our needs assessment of fruit and vegetable growers will inform a set of recommendations we make to the WI DATCP. Make sure your voice is heard!

Would you be willing to participate in a 10 minute follow-up phone interview to elaborate on your food safety concerns, needs, and ideas as a grower?

If yes, please give us your name, phone number and the best time to call.

7 Response(s)